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HOUSE OF REPRESENTATIVES
THE TWENTY-SEVENTH LEGISLATURE
REGULAR SESSION OF 2015

COMMITTEE ON WATER & LAND
Representative Ryan I Yamane, Chair

2/13/2015
Rm. 325, 10:00 AM

HB 1099
Relating to Outdoor Advertising

Chair Yamane and Members of this Committee, my name is Max Sword, here on behalf of Outrigger Enterprises Group in support of HB 1099.

This bill would allow for the timely replacement of the scoreboard at the Waipio Soccer Park Stadium in time for the upcoming University of Hawaii women's soccer season. The Wahine's season starts on the third week in August against Stanford & University of Southern California.

Currently the scoreboard is in a dilapidated state of repair and was declared to be non-conforming by the NCAA during the 2014 season. During last season, the soccer team used a clock from the water polo program.

As a major supporter of the University of Hawaii men & women's sports program, Outrigger is in full support of any effort that will help the University's sports program.

We urge your passage of this bill and mahalo for allowing me to testify.



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**TESTIMONY OF MARTHA TOWNSEND
Executive Director of The Outdoor Circle**

**IN OPPOSITION TO HB 1099
relating to the statewide traffic code**

**before the
HOUSE COMMITTEE ON WATER AND LAND
Friday February 13, 2015 10 AM room 325**

Dear Chairman Yamane and members of the WAL Committee,

Thank you for the opportunity to provide testimony. The Outdoor Circle strongly OPPOSES HB1099 as it is currently written, which authorizes the display of outdoor advertising devices at county parks, recreational facilities, and schools.

As written, this bill fails to strike the proper balance between the need to fund needed improvements to stadium facilities and the fundamental need to protect Hawai'i's most important asset, our visual beauty. This bill undermines the progress made in 1927 when we banned billboards to protect Hawai'i's natural beauty for the benefit of our residents and visitors alike.

After speaking with Committee members, the following amendments are essential to ensuring that proper balance is maintained:

Remove the proposed paragraph 20 from the bill in its entirety. There are complex county rules governing the signage allowed at schools. This language introduces significant confusion in a county-level determination.

Rewrite proposed paragraph 19 to read:

"Any outdoor advertising device displayed with the authorization of the county on any scoreboard or interior facing-wall of any stadium operated by the county. An outdoor advertising device displayed under this paragraph shall face the interior of the stadium."

This language is more consistent with the existing statute, especially paragraph 16 related to advertising at stadiums operated by the University of Hawaii. Moreover, this paragraph more precisely implements the bill's stated purpose without opening the floodgates to unwanted and harmful outdoor advertising.

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Add language to the committee report that makes clear the intent of this bill is to provide a mechanism for counties to raise funds for the maintenance and upkeep of park facilities, and is not meant as a substantive source of income for county general funds.

In addition to these minimum requirements for the bill to proceed, we also support the Committee limiting the applicability of this bill to specific recreational facilities.

Should the Committee not adopt these proposed amendments, The Outdoor Circle will work to prevent the passage of this bill. We are available to answer questions.